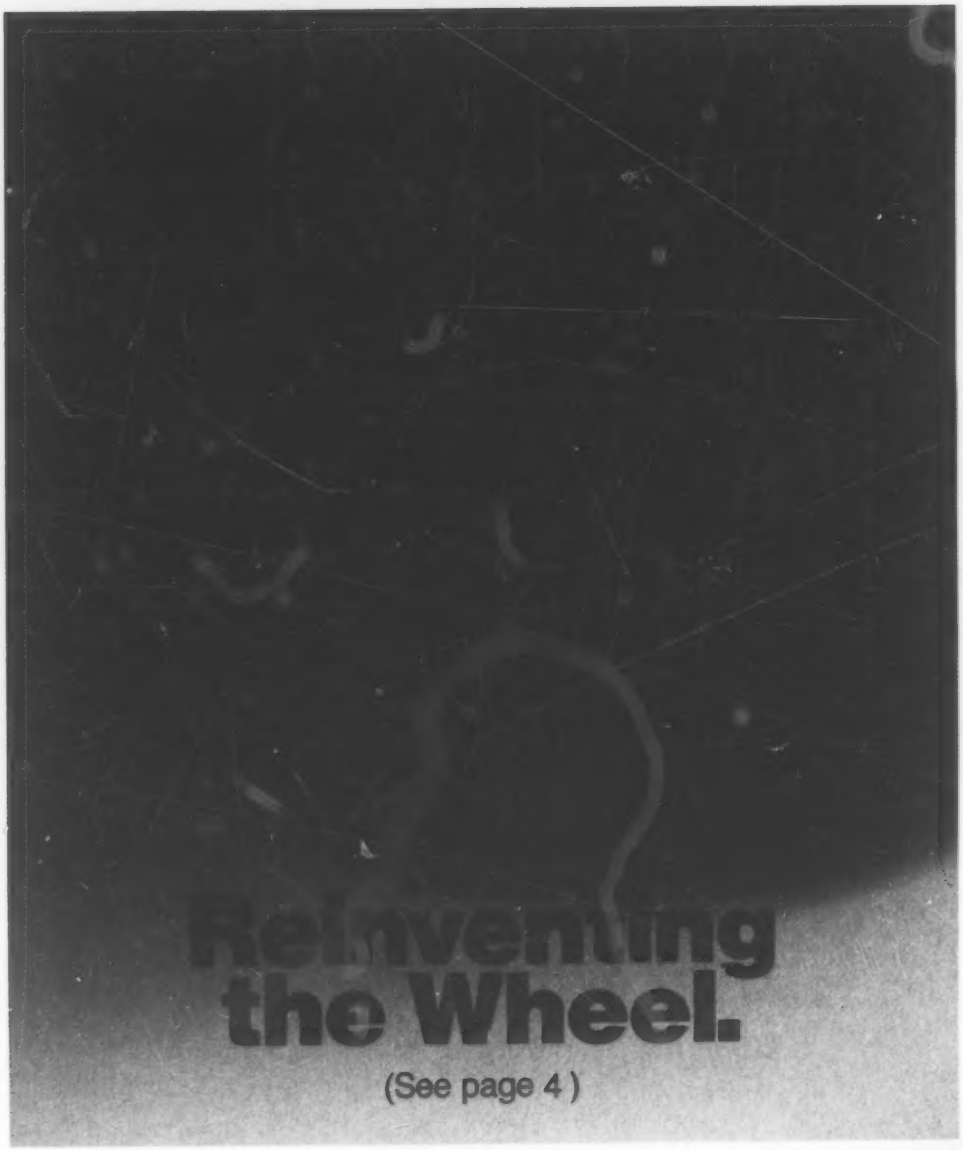
7/6/88

The Fifth Estate

C 1750-1

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 4



57th Year 1988

Democratic convention

Strike/fall season

Broadcasting Jul 4

Vol. 115 No. 1

Party time... Radio, television and cable newspeople are gathering in Atlanta to prepare for coverage of the Democratic National Convention. A record number of satellite newsgathering vehicles are expected to beam coverage across the country and to various countries around the world. **PAGE 25.**

Fin-syn fires... The three TV networks are working on a joint proposal to Hollywood producers that would keep half of all prime time hours under the current rules, but let the networks do what they want with the rest. **PAGE 30.**

Telco trouble? The cable industry has mixed feelings about the news that Pactel is considering a joint bid with United Artists for Rogers Cablesystems. **PAGE 32.**

29/***FALLBACK FOR FALL***
NBC Entertainment chief Brandon Tartikoff outlines contingency plans for fall schedule in the event that the writers' strike is not settled by July 4. One option, he said, will be to use old pilots that were scripted but failed to reach the schedule.

31/***FUSE LIT***
Ted Turner rolls out advertising sales of TNT at a New York luncheon, and promises to build new service around first-run fare.

34/***DISH DEAL***
A group of cable TV programers reach an agreement with home dish group to provide programing for TVRO market. Move is hoped by cable industry to end attempts pass dish legislation.

35/***DIAL C FOR CABLE***
With the telephone industry poised to enter the cable television business, BROADCASTING conducts an "At Large" interview with John Sodolski, president of the United States Telephone Association.

39/***RADIO REARRANGEMENT***
Radio entrepreneur Robert Sillerman moves and shakes his burgeoning broadcast interests with reorganization, some station trading and a partnership with Westwood One.

44/***WRITERS' STRIKE: A CABLE HIT?***
Cable programers hope to collect viewer fallout from the broadcast networks as the writers' strike continues, but cable services point out many are in the same boat as broadcast networks when it comes to scripted programing.

47/***CRAMPED QUARTERS***
The NAB has issued a white paper, entitled "Is More Necessarily Better?," asking the government to consider possible harm that could be done by overcrowding the spectrum.

47/***UP, UP AND AWAY***
TV Marti: A look at the when, where, why, why not and how much of government plans to broadcast to Cuba via balloon. With strong congressional backing, appropriation of start-up money is expected by the Senate, with little opposition seen in the House. The NAB has vowed to try and keep TV Marti from getting off the ground until project is given more study.

49/***FUNDING: BILLS AND CHANGE***
A Senate committee approves, and a House committee prepares to mark up, CPB appropriations bills. The dollar totals are identical, but in the Senate version, much of CPB's power and authority would be yielded to stations.

49/***'CASABLANCA' (SORT OF)***
The House passes a bill requiring the labeling of films that are "materially altered" or "colorized" and creating a National Film Board. The provisions are a compromise between tougher originals—that would have included title change for "altered" films, for instance—and objections of MPAA, Turner and others. The NAB says the compromise version still raises "serious copyright questions.

50/***LIBEL CRITIC***
Judge Pierre Leval, who presided over the landmark *New York Times v. Sullivan* case that established the "actual malace" standard, now says that both the press and those who charge libel would be better off with a "no fault" approach.

71/***INFORMATION PLEASE***
Veteran station broker Cecil Richards takes a hands on approach to his work, and to staying informed about a changing industry.

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL*
Commercial AM	4,912	170	5,082
Commercial FM	4,058	418	4,476
Educational FM	1,324	173	1,497
■ Total Radio	10,294	761	11,055
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	485	222	707
Educational VHF TV	119	3	122
Educational UHF TV	214	25	239
■ Total TV	1,358	273	1,631
VHF LPTV	102	74	176
UHF LPTV	267	136	405
■ Total LPTV	369	210	581
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million

to air one hour per day of informational and educational programing and provisions aimed at curbing so-called program-length commercials.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted. ACT June 17 also filed petition at FCC to add one other element to its investigation: allegation that advertisers (mainly toy manufacturers) are making, and nonnetwork TV stations are airing, second set of commercials that internal network policies prohibit.

Comparative Renewal

■ FCC took first step toward reforming much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 open meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards that broadcasters must meet to win "renewal expectancies" and reconsidering some criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants. FCC maintains that implementing such process may be within its statutory power, but has opted not to, apparently for fear of usurping congressional prerogative.

Talk of reform comes as renewal hiatus caused by lengthening of renewal periods comes to end and thousands of radio and television stations file for renewal over next few years. At moment, most prominent comparative renewal case involves CBS's WBBM-TV Chicago, whose license has been challenged by Brenda Minor, Chicago attorney. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing orders affecting several other television stations.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At National Cable Television Association board meeting during association's annual convention, Patrick said he favors complete elimination of license, acknowledging that abolishing it for carriage of local stations would create some practical problems. Although FCC staff is actively working on item, it is not likely to be ready for FCC action until late summer at earliest.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure two weeks ago (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

■ *Telco-cable*—National Telecommunications and Information Administration, in report on cable television regulation, has recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programing of their own, in NTIA's view. At present, FCC regulations and Cable Act, as well as modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T, now are seen as barriers to such crossownership. National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Question of whether telephone companies

Open Mike

From the trenches

EDITOR: I'd like to give one of BROADCASTING magazine's famous "standing ovations in print" to FCC Commissioner Jim Quello for his courageous remarks at the recent Broadcasting/Cable Interface II conference. His thoughtful comments on the excesses of the free marketplace ideology and some of BROADCASTING's editorials were right on the mark.

Taken to its limits, the marketplace model would do away with the public interest standard. That standard is one that many of us broadcasters accept as being in our best interest as well as the public's. It allows us to take credit at license renewal time for the various public service programing and community campaigns we bring to our much-needed regulation as must-carry rules.

Various BROADCASTING editorials have criticized what your magazine perceives as broadcasters' lack of devotion to the First Amendment—whether it be for children's television, must carry or the fairness doctrine. We do not have the luxury of operating our businesses from the lofty heights of the editorial offices. However, down here in the trenches I can assure you our principles are intact.

The public interest is not defined just by BROADCASTING magazine. We live and breathe it every day as we talk to our local audiences, as we talk to our elected members of Congress and as we talk to officials at the FCC. We must maintain a balance.

We believe it is possible to combine practical considerations with the altruistic—or as Commissioner Quello put it, "Meld the business interest of the licensees with societal responsibilities"—and still come up with a system of broadcasting that is unsurpassed by any other in the world.—*Ted L. Snider, president, Snider Corp., Little Rock, Ark.*

Public interest perspective

EDITOR: Your attack on Preston Padden's recent remarks to the Federal Communications Bar Association (BROADCASTING, June 27) ignored the central tenet of INTV's well-articulated position—that some reasonable form of social contract between broadcaster and public served is not only consistent with existing law, but to the genuine advantage of all parties.

Mr. Padden's remarks reflect his board, which is independent both by definition and by design. His directors are experienced practitioners with long-term stakes both in American freedom and in their considerable investments in the American broadcast industry. Independent broadcasters work daily in the marketplace and understand it well.

When they say that "carefully crafted and limited quantified renewal standards could prove to be far less intrusive on free speech rights than the existing statutory scheme and its accompanying mish-mash of subjective analysis and after-the-fact second guessing," attention must be paid. and when they add: "Whatever the precise formulation, some qualified restatement of the public interest standard seems most likely to achieve our goal of securing greater license stability," it is clear that careful thought has been given both to the words and to the ideas they reflect, as well as to the public policy process itself.

And, on a less theoretical level, when broadcasters generally are moving toward a position which sees clearly that "the public interest standard, and our obligation to provide a program service attuned to the needs of the community, provide substantial public policy bases upon which we can stand in asserting our need for assured access to consumers," it seems to me that it may be somewhat ill-advised for your always spirited and professional "defense" of your rigid ideological position to "rest." Instead, I hope you can look at the position so many others are taking as not only logical and reasonable, but as just as traditionally based and ideologically sound as your own.

Preston Padden may have been speaking at the direction of his independent board, but he also spoke for a substantial and growing number of broadcasters.

While your coverage of his speech was exemplary, your increasingly isolated editorial position merits rigorous review.—*Joel Chaseman, chairman, Post-Newsweek Stations Inc., Washington.*

Fee foe

EDITOR: I am writing about the new FCC spectrum fees. I believe they are outrageous. I know I have a hard time paying them. Minority groups will be left out by them. How many minority groups can afford to gamble $6,000 on a hearing, not knowing the results of it? And yet the commission wants minority groups and women to apply for broadcast stations. How can they with these outrageous fees?—*Pete Hons, manager, Mainline Communications, Portage, Pa.*

Editor's note: *All parties to a comparative hearing for a broadcast license must pay a $6,000 processing fee.*

Writer's reaction

EDITOR: Trade papers come and go, but BROADCASTING continues to set the standard for our industry. The reaction to my May 23 "Monday Memo" was staggering. Thank you for printing my thoughts.—*Robert Mounty, president, Mounty Communications Co., New York.*

The Fifth Estate

Broadcasting

incorporating

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NBC takes the week in ratings

Nielsen		Net		AGB	Nielsen		Net		AGB
1.	21.2/37	C	NBA Finals, game 7	1. 20.7/35	35.	9.7/22	N	Big Five	34. 9.7/22
2.	17.1/31	N	Night Court	3. 16.9/30	36.	9.5/19	C	CBS Friday Movie	38. 9.6/20
3.	16.9/36	C	60 Minutes	3. 17.2/38	37.	9.4/16	A	Moonlighting	45. 8.9/15
4.	16.8/29	N	NBC Sunday Movie	6. 16.8/30	38.	9.4/10	A	ABC Thursday Movie	29. 10.1/19
5.	16.7/33	N	Cosby Show	1. 17.6/36	39.	9.3/16	A	Atlantic Records Spec.	52. 8.0/14
6.	16.7/31	N	Cheers	5. 17.0/31	40.	9.3/17	N	My Two Dads	31. 10.0/19
7.	16.3/31	C	Murder, She Wrote	11. 15.4/30	41.	9.1/18	N	Family Ties	33. 9.8/20
8.	16.2/32	N	Diffferent World	8. 16.3/31	42.	8.9/19	A	Mr. Belvedere	36. 9.6/20
9.	16.2/28	N	NBC Tuesday Movie	9. 15.8/27	43.	8.8/16	C	CBS Special Movie	42. 9.0/17
10.	15.5/34	C	Golden Girls	5. 16.6/35	44.	8.8/20	N	Best of TV Bloopers	43. 8.9/20
11.	15.4/27	C	CBS Sunday Movie	7. 14.7/28	45.	8.7/18	A	I Married Dora	44. 8.9/18
12.	15.1/33	N	Hunter	15. 14.1/29	46.	8.6/16	A	Monday Night Baseball	49. 8.3/15
13.	14.0/26	N	L.A. Law	18. 12.8/24	47.	8.6/19	A	Full House	40. 9.1/20
14.	13.9/27	A	Who's the Boss?	17. 13.0/25	48.	8.2/17	A	Sonny Spoon, Detective	48. 8.4/17
15.	13.5/28	N	Alf	12. 15.2/30	49.	8.0/15	A	Slap Maxwell	54. 7.8/15
16.	13.4/26	A	Head of the Class	19. 12.6/24	50.	8.0/13	A	Thirtysomething	56. 7.3/13
17.	13.4/28	N	Amen	20. 12.5/26	51.	7.9/15	C	CBS Summer Playhouse	55. 7.5/14
18.	13.3/27	A	Growing Pains	16. 13.9/28	52.	7.8/18	A	Perfect Strangers, Friday	46. 8.7/20
19.	13.2/24	N	NBC Monday Movie	14. 14.3/26	53.	7.8/16	C	C. Kuralt: Try to Remember	53. 7.9/16
20.	13.1/24	A	Perfect Strangers	21. 12.5/23	54.	7.6/18	C	Survival Anglia: Snakes	51. 8.1/18
21.	13.1/24	N	Hogan Family	13. 14.8/27	55.	7.5/17	C	Beauty and the Beast	58. 7.1/16
22.	12.4/23	C	Newhart	22. 11.7/21	56.	7.3/14	N	Bronx Zoo	50. 8.1/16
23.	11.6/22	C	Wiseguy	25. 11.1/22	57.	6.8/13	N	Days, Nights of M. Dodd	59. 7.0/13
24.	11.4/23	A	20/20	23. 11.6/23	58.	6.8/13	N	Highway to Heaven	47. 8.4/16
25.	11.4/22	C	Equalizer	24. 11.3/21	59.	6.4/14	A	Ohara	61. 6.3/13
26.	11.1/20	C	Eisenhower & Lutz	32. 10.0/18	60.	6.4/12	A	Macgyver	65. 5.7/11
27.	10.9/21	N	Matlock	26. 10.7/20	61.	6.2/13	A	Sledge Hammer!	64. 5.9/12
28.	10.8/20	A	Hooperman	28. 10.2/19	62.	6.2/13	C	Tour of Duty	57. 7.2/15
29.	10.5/21	C	Jake and the Fatman	27. 10.2/20	63.	6.2/13	N	Our House	63. 6.1/14
30.	10.2/20	A	Spenser: For Hire	39. 9.4/18	64.	5.9/13	A	Disney Sunday Movie	66. 5.1/11
31.	10.1/20	N	Miami Vice	41. 9.1/18	65.	5.8/13	C	West 57th	60. 6.9/15
32.	10.0/20	C	Blue Skies	37. 9.6/18	66.	5.5/13	A	Probe	62. 6.2/14
33.	9.9/24	N	Facts of Life	30. 10.1/23	67.	5.3/11	A	Hotel	67. 5.0/11
34.	9.8/18	C	Cagney & Lacey	35. 9.7/18					

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The Media

The uneasy gestation of TV Marti

Plan for service to Cuba has numerous backers in Congress and administration, but NAB has allies on Hill too, and vows to fight

TV Marti is one of those ideas that its backers say "can't miss." If you liked Radio Marti, they say in effect, you'll love the TV version. After all, as Senator Ernest Hollings (D-S.C.), one of the project's principal backers in Congress, put it: "Everyone knows the effectiveness of television." The apparent appeal greased the way for a $7.5-million appropriation for start-up money for TV Marti to slide through the appropriations subcommittee Hollings heads and then through the full committee (BROADCASTING, June 20, 27). Approval by the full Senate seems certain, and there are no signs of opposition in the House, which has yet to consider the matter.

And yet, TV Marti and the six hours of programing contemplated for it—from family entertainment at 6 p.m. through drama, news, variety and music to public affairs from 11:30 p.m. to midnight—may not be a sure thing, even if the administration is behind it and Vice President Bush's office is working with the Department of Defense to find a site for the station, which is to operate from a tethered balloon at least 10,000 feet above Cudjoe Key, Fla. Certainly, the National Association of Broadcasters hopes it is not a sure thing. The NAB has expressed concern that the station will cause interference to American stations and that even if it does not, Cuba may turn its stations loose to cause interference. NAB also argues that a TV Marti could be jammed easily.

Such concerns are brushed off by some backers of the project. They say they have heard them all before, in connection with the trade association's opposition to Radio Marti. It went on the air three years ago, broadcasting news, public affairs and entertainment programs to Cuba, apparently attracting and holding an appreciative audience without causing Fidel Castro to retaliate in kind. It did cause him to abort an agreement with the U.S. providing for the emigration to the U.S. of Cuban refugees. But that's another story. Besides, the agreement has since been reinstated. NAB, one of TV Marti's backers said, is "crying wolf again."

But NAB is not backing off. Two weeks ago its joint boards adopted a resolution calling on Congress to write protection against interference to American stations into TV Marti legislation, as well as authorization for the provision of compensation to radio or television stations harmed by Cuban "retaliation"—and threatening to "take all appropriate steps to defeat" the legislation if it did not contain those provisions. They are not in the legislation passed by the Senate Appropriations Committee. And the NAB is taking the steps it has promised.

On the same day the joint boards adopted the resolution, Senator Claiborne Pell (D-R.I.), chairman of the Senate Foreign Relations Committee, placed a statement in the *Congressional Record* raising questions about the TV Marti project, both as to its merits and the manner in which the proposal was moving through Congress. The statement not only noted NAB's objections; it said a U.S. government-owned television

offer diverse programing," the paper maintains.

Broadcasting is not like other industries, states the NAB. Nor is "survival of the fittest" the best approach for broadcast regulation. Stations are not all equal. "There are different classes with different power limits and different hours of operation," which makes it difficult for broadcasters to compete, the paper points out.

The expansion of the AM band has already caused interference problems, says NAB. "If the airways get cluttered with new stations and interference levels are increased, the public will not be able to fully enjoy the quality broadcast signal it deserves."

Broadcasters, the paper claims, "are not afraid of competition, but are afraid of a marketplace so congested with stations that, for technical economic reasons, no one can compete effectively. The obvious result will be a diminution of overall service to the community." □

Veronis, Suhler & Associates, Five-Year Forecast

	1987 (000,000)	1992 (000,000)	% increase 1987-1992
Network TV advertising	$8,830	$13,250	8.5%
Spot TV advertising	$6,830	$11,850	11.7%
Local TV advertising	$6,900	$13,200	13.9%
Total TV advertising	$22,560	$38,300	11.2%
Pay cable subscriptions	$3,600	$4,300	3.6%
Basic cable subscriptions	$5,600	$9,200	10.4%
National cable advertising	$ 865	$1,900	17.0%
Local cable advertising	$ 215	$ 550	20.7%
Total cable TV	$10,290	$15,950	9.2%
TV network program buying	$3,610	$5,190	7.5%
TV station program buying	$1,500	$2,370	9.6%
Cable program buying	$2,300	$3,850	10.9%
Total television program expenditures	$7,410	$11,410	9.0%
Network radio advertising	$405	$650	9.9%
Spot radio advertising	$1,320	$2,000	8.7%
Local radio advertising	$5,515	$9,000	10.3%
Total radio advertising	$7,240	$11,650	10.0%

TVB members want association to increase local sales

Membership of the Television Bureau of Advertising (TVB) wants the New York-based trade organization to concentrate most of its efforts on promoting local sales. That wish was made known in a just-completed survey of member and non-member stations by Butterfield Communications Group, which was commissioned by TVB.

The general managers and general sales managers commenting were pessimistic on the outlook for national sales, said the Butterfield survey: "They view national sales as linked to an uncertain general economy and also view national as highly competitive at virtually every level where dollar decisions are made. National spot continues to lose ground to promotion, barter, print and cable—a trend that broadcasters do not see as immediately reversible." Those responding said the chief difficulties facing national sales are computerization of buying and planning (61% said it had a negative effect, 23% positive), mergers of agencies and advertisers (70% and 3%) and increased use of barter (92% and 3%); those not indicating a positive or negative effect said they did not know.

Smaller stations, in particular, said TVB should focus on local sales and "market specific" support services. Among the support services particularly desired were "market-specific materials and orientation" and "more direct sales calls" by TVB field representatives.

Many of those responding to the survey also indicated a desire for help in training station sales forces. A third area of service expected from TVB was "effective research and support materials." Here the organization scored well, with over 80% of respondents indicating that materials which TVB currently provided were either "mostly" or "somewhat" useful. Materials were said to be particularly useful if they were market-specific, condensed and concise, current and adaptable to varying levels of sophistication.

Where TVB scored less well was in its feedback to membership, which a majority of GM's and GSM's described as "unsatisfactory": "They want to be asked more often where they are going and what assistance they need from the bureau to get there." Those responding also said they wanted to see TVB serve as a "...spokesman/advocate on other broadcast issues such as computerized buying, clutter, electronic invoicing, etc." □

Satellite Footprints

Soviet markets. For $22 per minute, U.S. and other radio broadcasters will now be able to feed 14 khz stereo audio from the Soviet Union, according to IDB Communications, which has announced a five-year deal with a profit-making arm of the Soviet Ministry of Posts and Telecommunications to maintain a C-band satellite earth station at Bear Lake outside Moscow. The agreement, said IDB, calls for a 50-50 profit split. "Right away, the U.S. media will most likely be the main users of this new service," said IDB director of telecommunications services, Bill Wisniewski, although businesses seeking voice, data, compressed video and telephone services "are also showing a great deal of interest in the permanent link." Although the services will not be fully operational until the end of July, occasional-use U.S. radio customers are already using the Moscow link and full-time radio user leases are being negotiated, IDB President Jeffrey Sudikoff told BROADCASTING last week.

On July 3, in a separate undertaking, IDB will transmit a 90-minute digital audio feed of recording artist Bruce Springsteen's Stockholm concert "for distribution to radio stations around the world," including an 11:30 a.m. NYT live broadcast in the U.S.

Dialing in the dishes. In answer to TVRO market criticism that PBS clear feeds are not all on one clear channel or concurrent with PBS's regular national schedule, PBS has produced the first issue of a monthly clear feed schedule to be distributed locally via public TV stations. PBS had already been providing clear feed schedules through home dish publications. PBS senior vice president of policy and planning, Michael Hobbs, told the House Telecommunications Subcommittee that, because reception of stereo audio and a new narrator audio service for the visually impaired is dependent on the Videocipher II descrambler, PBS wishes to continue offering those "enhanced and expanded" services via VC-II encoding. A copy of the July schedule can be obtained by sending a stamped, self-addressed envelope to PBS Satellite Scheduling, 1320 Braddock Place, Alexandria, Va., 22314.

Made in the U.S.A. Following approval by the Australian government earlier this month, Hughes Aircraft has been named to build two satellites to replace Australia's Aussat 1 and Aussat 2 birds, due to reach the end of their operational lives in December 1992 and June 1993, respectively. The agreement, to be signed by the end of this week, according to Hughes, "could be valued as high as $500 million."

The first launch, said Hughes, is expected in late 1991. According to Aussat Pty. Ltd., each of the HS 601 birds is designed for a 15-year useful life and will carry 15 50-watt Ku-band transponders for Australian broadcasting services and telecommunications, one 150-watt, L-band transponder for mobile satellite services and "an experimental Ka-band beacon."